



KSHB-TV

ORDER

Flight Dates **08/08/12-08/14/12**

Contract / Revision **307118 /**
Original Date / Revision
 08/06/12 08/06/12

Advertiser**Crossroads GPS**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
 Alexandria, VA 22314-1576**

Product
11-Crossroads GPS

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
 Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **886-GPS MO TV 8.8-8.14.12**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 39% Market Value 166987

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	61%	101862
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	55	\$55,356.25	\$65,125.00	0.00	07/30/12	08/14/12	55	\$55,356.25	\$65,125.00
Totals	55	\$55,356.25	\$65,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KSHB	08/08/12	08/14/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	11111--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/08/12	08/14/12	11111--		5			\$150.00		0.00				
N 2	KSHB	08/09/12	08/10/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/08/12	08/14/12	---11--		2			\$700.00		0.00				
N 3	KSHB	08/13/12	08/13/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/08/12	08/14/12	M-----		1			\$450.00		0.00				



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Print Date: 08/06/12

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Contract / Revision **307118** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:30:00

Advertiser **Crossroads GPS**

Product **11-Crossroads GPS**

Estimate # **886-GPS MO TV 8.8-8.14.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	08/14/12	08/14/12	Today Show II Today Show II	CM	9-10a	- T - - - -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	- T - - - -					1	\$300.00		0.00			
N 5	KSHB	08/08/12	08/10/12	Oly Daytime Oly Daytime M-F	CM	Oly M-F Daytime	- - 1 - 1 - -	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	- - 1 - 1 - -					2	\$900.00		0.00			
N 6	KSHB	08/13/12	08/14/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11 - - - - -	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$125.00		0.00			
N 7	KSHB	08/13/12	08/14/12	M-F 1-2p M-F 1-2p	CM	1-2p	11 - - - - -	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$125.00		0.00			
N 8	KSHB	08/13/12	08/14/12	M-F 2-3p M-F 2-3p	CM	2-3p	1 - - - - -	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	1 - - - - -					1	\$125.00		0.00			
N 9	KSHB	08/13/12	08/14/12	M-F 3-330p Jeopardy	CM	3-330pm	11 - - - - -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$175.00		0.00			
N 10	KSHB	08/13/12	08/14/12	M-F 330-4p Millionaire	CM	330-4pm	11 - - - - -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$175.00		0.00			
N 11	KSHB	08/08/12	08/14/12	M-F 4-430p Jeopardy	CM	4-430p	11111 - -	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11111 - -					5	\$300.00		0.00			
N 12	KSHB	08/08/12	08/14/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111 - -	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11111 - -					5	\$300.00		0.00			
N 13	KSHB	08/13/12	08/14/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11 - - - - -	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$500.00		0.00			
N 14	KSHB	08/08/12	08/10/12	M-F 5-630p Rotator OLY M-F 5-630p Rotator	CM	5-630p	- - 111 - -	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	- - 111 - -					3	\$700.00		0.00			
N 15	KSHB	08/14/12	08/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	- T - - - - -	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	- T - - - - -					1	\$1,100.00		0.00			
N 16	KSHB	08/13/12	08/14/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11 - - - - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11 - - - - -					2	\$800.00		0.00			



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Advertiser **Crossroads GPS**

Product **11-Crossroads GPS**

Estimate # **886-GPS MO TV 8.8-8.14.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	08/13/12	08/14/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	11-----		2			\$800.00			0.00			
N 17	KSHB	08/13/12	08/14/12	M-F 630-7p M-F 630-7p	CM	630-7p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	11-----		2			\$950.00			0.00			
N 18	KSHB	08/08/12	08/10/12	Oly Zone Oly Zone	CM	630-7pm	--1-1--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	--1-1--		2			\$1,500.00			0.00			
N 19	KSHB	08/08/12	08/11/12	Oly Prime M-Su Olympic Prime	CM	Various	--11-1-	:30	3	\$7,500.00	P-1	0.00	NM	3	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	--11-1-		3			\$7,500.00			0.00			
N 20	KSHB	08/14/12	08/14/12	M-F Late News M-F Late News	CM	10-1035p	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	-T-----		1			\$900.00			0.00			
N 21	KSHB	08/08/12	08/11/12	M-Su Late News OLY M-Su Late News	CM	11-11:35p	--1-11-	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	--1-11-		3			\$2,000.00			0.00			
N 22	KSHB	08/09/12	08/10/12	Oly Late Fringe Olympic Late Fringe	CM	1135p-1235xm	---11--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	---11--		2			\$2,000.00			0.00			
N 23	KSHB	08/11/12	08/11/12	Oly Sa-Su Wknd DY Olympic Wknd Daytime	CM	9a-5p (9:00 AM-5:00 PM)	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	-----S-		1			\$2,000.00			0.00			
N 24	KSHB	08/11/12	08/12/12	M-F 5-630p Sa-Su 5-6p OLY Sa-Su 5-630p	CM	Sa-Su 5-630p	-----11	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	-----11		2			\$750.00			0.00			
N 25	KSHB	08/12/12	08/12/12	Oly Prime M-Su Closing Cer Olympic Prime	CM	Various	-----S	:30	1	\$8,500.00	P-1	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	-----S		1			\$8,500.00			0.00			
Totals														55	\$65,125.00